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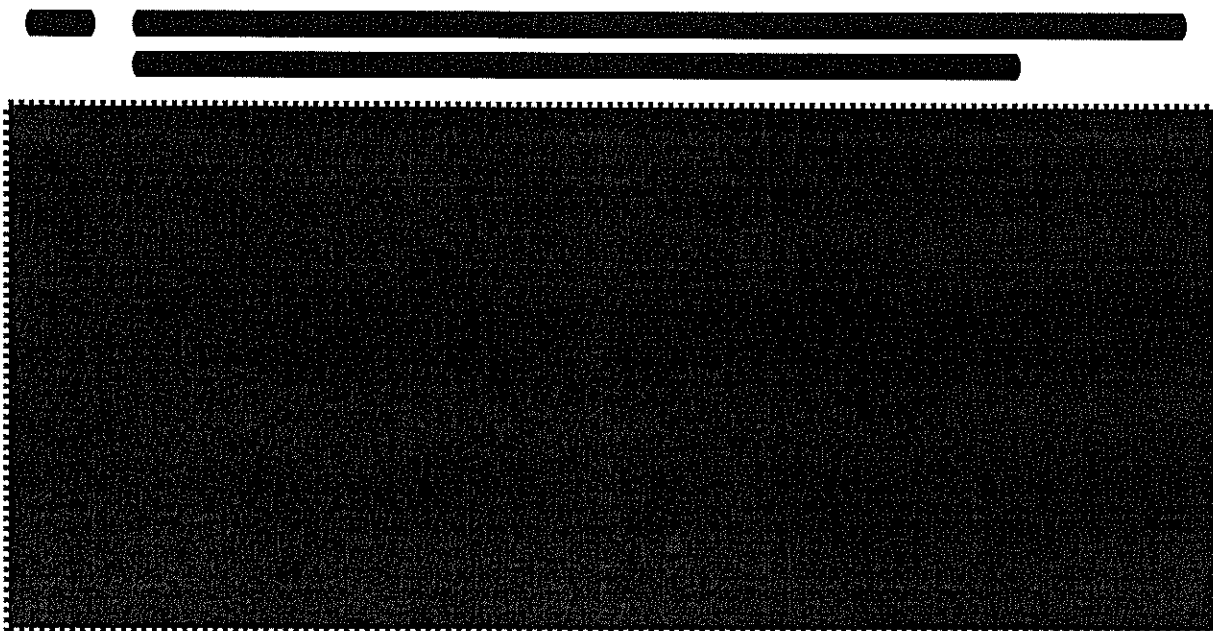
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## **V. Corroborating analyses and alternative specifications**

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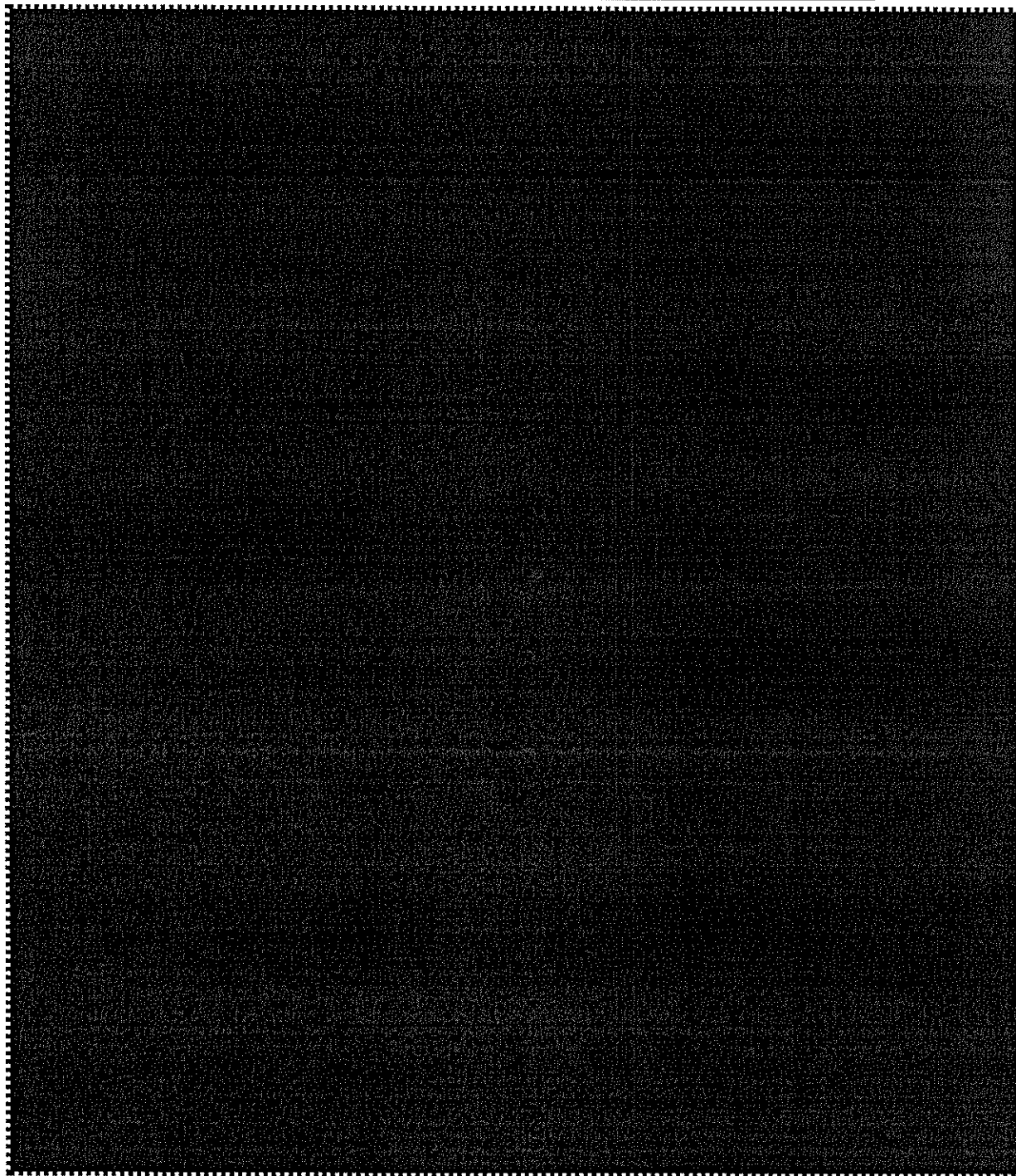
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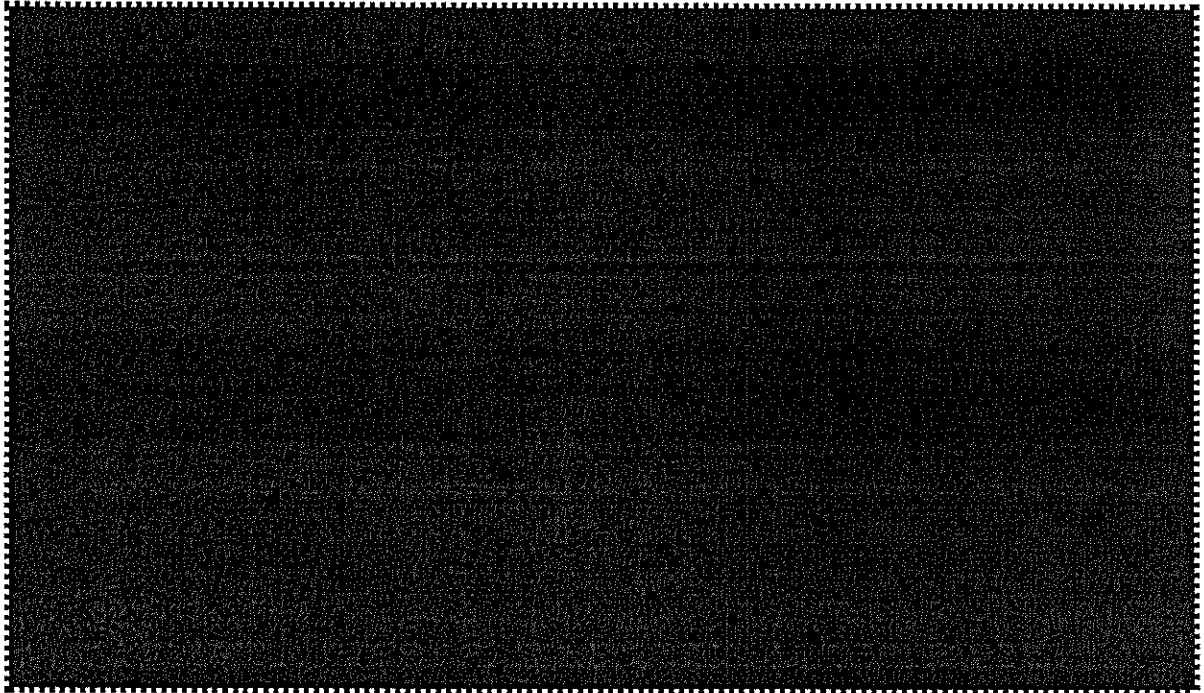
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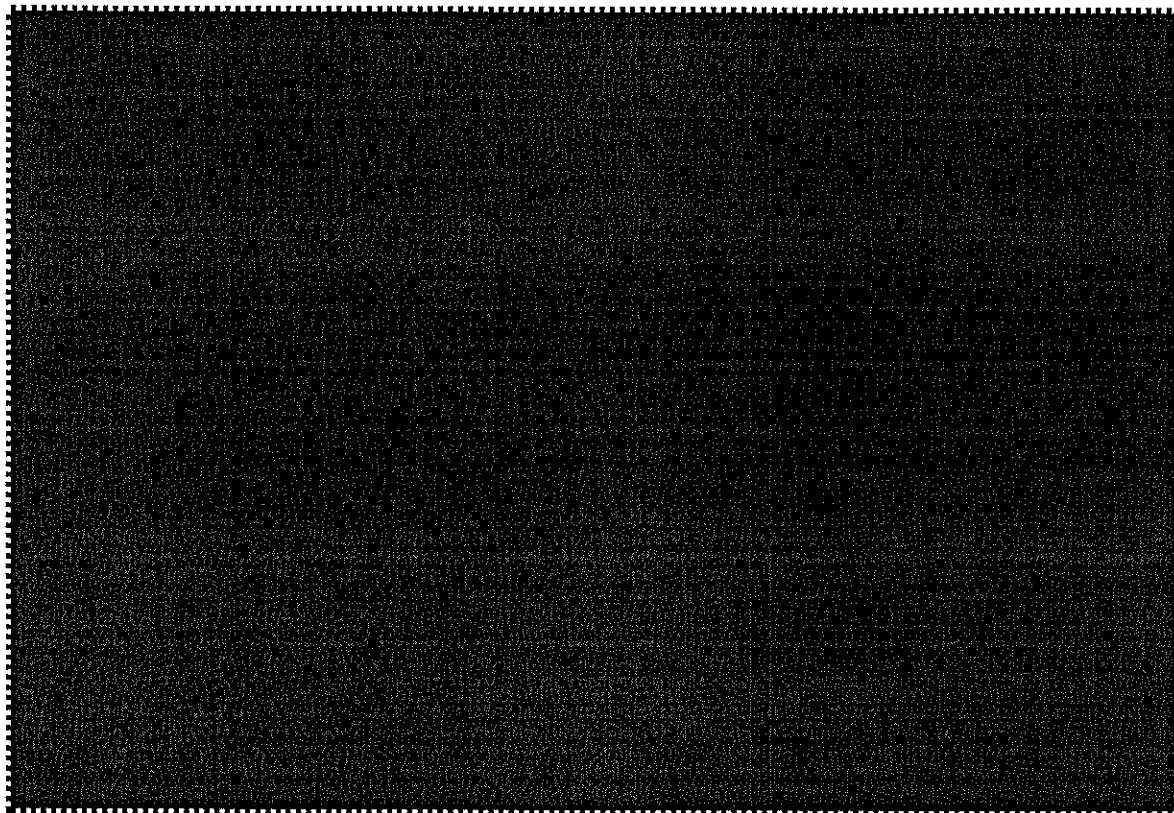
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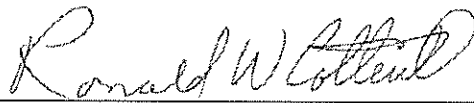
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## **VI. Conclusions**

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Ronald W. Cotterill  
Professor of Agricultural and Resource Economics  
University of Connecticut

March 5, 2010

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Date

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## **Exhibit 1: Curriculum Vitae**

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December 10, 2009

### ***CURRICULUM VITA***

**NAME:** Ronald W. Cotterill

**CURRENT POSITION:** Director of Food Marketing Policy Center  
Professor of Agricultural and Resource Economics, and Economics,  
University of Connecticut

**BUSINESS ADDRESS:** 1376 Storrs Road Unit 4021, University of Connecticut  
Storrs, Connecticut 06269-4021

**BUSINESS PHONE:** (860) 486-2742  
FAX (860) 486-2461

**EMAIL:** [Ronald.Cotterill@uconn.edu](mailto:Ronald.Cotterill@uconn.edu)

**WEBSITES:** Personal Web Page: <http://web.uconn.edu/cotterill/>  
FMPC: <http://www.fmpc.uconn.edu>

**HOME ADDRESS:** 412 Browns Road  
Storrs, Connecticut 06268  
(860) 423-1950

**BIRTHDATE:** April 5, 1948

### **ACADEMIC BACKGROUND**

Joint Appointment in Economics	University of Connecticut, 2005
Visiting Scholar, School of Management	Yale University, 1997
Joint Ph.D. in Economics and Agricultural Economics	University of Wisconsin, 1977
M.A., Economics	University of Wisconsin, 1976
M.S., Agricultural Economics	University of Wisconsin, 1974
George C. Marshall Fellow (Economics)	University of Copenhagen, 1971-72
B.S., With Honors and Distinction, Agricultural Economics	Cornell University, 1970

### **AREAS OF SPECIALIZATION**

Economics Major Field: Industrial Organization  
Agricultural Economics Major Field: Marketing  
Economics Minor Field: Quantitative Methods  
Agricultural Economics Minor Field: Public Finance

### **RECENT AWARDS**

University of Connecticut Faculty Excellence Award in Research (Humanities and Social Sciences) 2005.

## **ADMINISTRATIVE ASSIGNMENTS/EDITORIAL DUTIES**

Editor, *Agribusiness* 1998 to present. <http://www.interscience.wiley.com/jpages/0742-4477>

Editor, NE-165 Working Paper Series, 1986 to 2002.

Editorial Board Member, *Journal of Supply Chain Management*, 1996 to present.

Director, Food Marketing Policy Center at the University of Connecticut: 1988 to present.

Executive Director, 1986 to 2002, NE-165 Private Strategies, Public Policies, and Food System Performance, an international research consortium (regional research project with participants from over 35 universities in U.S., Canada, UK, France, Italy, Turkey, Australia, Japan, USDA, FDA, EPA, GAO, and Agriculture Canada.

Chairman, NE-165 Private Strategies, Public Policies, and Food System Performance of the U. S. Food System, 1986 to 1989.

Director, Michigan State University Program for Consumer Food Cooperatives: 1981

## **SELECTED PUBLICATIONS**

### **Books and Research Monographs**

Cotterill, Ronald W., Adam N. Rabinowitz, Michael A. Cohen, Melanie R. Murphy, and Charles R. Rhodes. "Toward Reform of Fluid Milk Pricing in Southern New England: Farm Level, Wholesale and Retail Prices in the Fluid Milk Marketing Channel: 2003-2006." Invited report to the Connecticut Legislature Committee on the Environment, February 12, 2007. Food Marketing Policy Center Research Monograph No. 5.

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Cotterill, Ronald W., guest editor, *Agribusiness*, "Special Issue: Proceedings of the June 1995 Conference on the Future Directions of the World Food System, held in Reading, England" Vol. 13, No. 2, New York: John Wiley, May/April 1997.

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- Cotterill, Ronald W., A.W. Franklin and Lawrence E. Haller. 1994. "Harvesting and Tacit Collusion in the Breakfast Cereal Industry: A Case Study of Nabisco Shredded Wheat and Post Grape Nuts." May 1994. Food Marketing Policy Issue Paper No. 6.
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- Cotterill, Ronald. *Agricultural Cooperatives: A Unified Theory of Pricing, Finance and Investment*, research monograph in *Cooperative Theory: New Approaches*, ACS Service Report No. 18, Agricultural Cooperative Service, USDA, 1987, p. 171-258.
- Cotterill, Ronald, *Effects of Electronic Information Technology on Employment and Economic Performance in the Food Manufacturing and Food Distribution Industries*, Research Monograph in fulfillment of Office of Technology Assessment Contract No. 533-0635 U. S. Congress, 1985, 146 pgs.
- Cotterill, Ronald. *The Food Retailing Industry in Arkansas: A Study of Price and Service Levels*, A report to the Attorney General, State of Arkansas, January 5, 1983, 126 pgs. plus appendices.
- Cotterill, Ronald, ed. *Consumer Food Cooperatives*, Interstate Publisher, Danville, Illinois, 1982.
- Marion, B., W. Mueller, R. Cotterill, F. Geithman, and J. Schmelzer, *The Food Retailing Industry: Market Structure, Profits and Prices*, Praeger Publishers, New York, 1979.
- Mueller, W., G. Marion, R. Cotterill, F. Geithman, and J. Schmelzer, *The Profit and Price Performance of Leading Food Chains, 1970-1974*, U.S. Government Printing Office, Washington, D. C. April 1977.

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- Cohen, Michael A. and Ronald W. Cotterill, "The Impact of Retail Store Brands on Manufacturer Brands: A Generalization of Steiner's Elasticity Model.", Submitted to the *Journal of Industrial Economics*, Revised and Resubmitted (December 2009).
- Kim, Donghun and Ronald W. Cotterill. "Cost Pass-Through in Differentiated Product Markets: The Case of U.S. Processed Cheese." *Journal of Industrial Economics*, Vol. LVI, No. 1, March 2008. Available at <http://www.fmpc.uconn.edu>.
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- Canan, Basak, and Ronald W. Cotterill, "Strategic Pricing in a Differentiated Product Oligopoly Model: Fluid Milk in Boston." *Agricultural Economics*. 35(1):27-33, July 2006.
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- Cotterill, Ronald W. "Who Benefits from Deregulated Milk Prices: The Missing Link is the Marketing Channel" in John Kenneley, editor, *Advances in Dairy Technology*, Vol. 14. University of Alberta: Alberta, 2002. P. 111-126. Download as University of Connecticut, Food Marketing Policy Issue Paper No. 26 at [www.fmpc.uconn.edu](http://www.fmpc.uconn.edu).
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- Cotterill, Ronald W. "Continuing Concentration in Food Industries Globally: Strategic Challenges to an Unstable Status Quo" in Gomes and da Costa, eds., *(Des)Equilibrio Economico & Agronegocio*, University of Vicosa, Brazil, 1999.
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- Cotterill, Ronald W. "The Role of Cooperatives in Differentiated Product Markets" presented at the NE-165 Conference "Strategy and Policy in the Food System: Emerging Issues", Washington, D.C., June 21, 1996.
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**Testimony Before Congress, State Legislatures or Regulatory Agencies/Major Invited Written Papers**

Rabinowitz, Adam N. and Ronald W. Cotterill. "The Need for New Milk Pricing Policies." Invited Testimony before Connecticut Legislature Committee on the Environment, February 18, 2009. Food Marketing Policy Center Issue Paper No. 56 at [www.fmipc.uconn.edu](http://www.fmipc.uconn.edu).

Cotterill, Ronald W. Delivered Remarks to British Competition Commission Groceries Market Round Table Meeting, Southampton Row, London, October 9, 2006.

Cotterill, Ronald W. "Vertical Foreclosure: The Impact of the Proposed Reduction in Diversion Limits on the Exercise of Market Power and the Economic Performance of Milk Marketing Channels in the Mideast Federal Milk Marketing Area." Oral and written testimony delivered at the Hearing to Amend Certain Provisions of the Mideast Federal Milk Marketing Order (FMO33), Wooster, Ohio, March 7-10, 2005.

Cotterill, Ronald W., Adam N. Rabinowitz, and Li Tian. "Milk Market Channel Structure: Its Impact on Farmers and Consumers, and the Inadequacies of Antitrust Enforcement as a Foundation for Dairy Policies: Evidence from the Northeast Dairy Industry." Testimony before the United States Senate Committee on the Judiciary. Hearing titled, "Monopsony Issues in Agriculture: Buying Power of Processors in Our Nation's Agricultural Markets," October 30, 2003.

Cotterill, Ronald W., Adam N. Rabinowitz, and Matthew Schwane. "Testimony on the Massachusetts Milk Price Situation and the Proposed Massachusetts Milk Price Gouging Law." Committee on the Environment, Massachusetts Legislature, Boston, MA. September 4, 2003.

Cotterill, Ronald W., Adam N. Rabinowitz, and Li Tian. "A Law to Promote Efficient and Fair Pricing of Milk in Connecticut." Invited report to Committee on the Environment, Connecticut House of Representatives. April 23, 2003.

Cotterill, Ronald W. "Dairy Policy for New England: Options at the State and Regional Level." Testimony before the Joint Committee on the Environment, Connecticut Legislature. February, 2003.

Cotterill, Ronald W. Invited Speaker, "Speaker, Dennis Hastert's Closed Door Meeting for Representatives on Dairy Compact and Milk Pricing," U.S. House of Representatives, August 1, 2001.

Cotterill, Ronald W. "The Impact of the Northeast Dairy Compact and Market Channel Pricing Strategies on the Performance of the New England Dairy Industry." Testimony to the Senate Judiciary Committee, Washington, D.C., July 25, 2001. Food Marketing Policy Issue Paper No. 24, Downloadable at [www.fmipc.uconn.edu](http://www.fmipc.uconn.edu).

Cotterill Ronald W. "Cheese Pricing in a Market Driven Environment", Testimony before Subcommittee on Livestock, Dairy, and Poultry and Subcommittee on Risk Management and Specialty Crops, U.S. House of Representatives, in *Joint Hearings*, Serial No. 104-30, U.S. G.P.O., 226-230, Washington, D.C., May 16, 1996. University of Connecticut, Food Marketing Policy Issue Paper No. 15.

Cotterill, Ronald W. "High Cereal Prices and the Prospects for Relief by Expansion of Private Label and Antitrust Enforcement." Presented at the Congressional Forum on Cereal Prices, Washington, D.C., March 12, 1996. University of Connecticut, Food Marketing Policy Issue Paper No. 11.

Cotterill, Ronald W. and Andrew Franklin. "The Urban Grocery Store Gap" Food Marketing Policy Center Issue Paper NO. 8, April 1995. Presented at *Public Voice*, Inner City Supermarket Task Force meeting, Washington, DC May 15, 1995.

Cotterill, Ronald W. "Performance Consequences of the Agricultural Cooperative Exemption," invited paper at the American Bar Association Meetings, New York, NY, August 10, 1993. University of Connecticut, Food Marketing Policy Issue Paper No. 3.

Cotterill, Ronald. "The Changing Structure and Performance of the Food Distribution System: Implications for Low Income Urban Consumers," Testimony before the House Select Committee on Hunger, Washington, DC, September 30, 1992.

Cotterill, Ronald, "What Roles can Private Institutions Play in the Rural Development Process" in *Toward A Rural Development Policy for the 1990's: Enhancing Income and Employment Opportunities*, Proceedings of a Symposium sponsored by the Congressional Research Service at the Request of the Joint Economic Committee, Washington, D.C., Sept. 29 and 30, 1988. Reprinted as University of Connecticut FMPC Research Report No. 3, February 1989.

Cotterill, Ronald W. "Mergers and Concentration in Food Retailing: Implications for Performance and Merger Policy." Testimony before Subcommittee on Monopolies and Commercial Law, Committee on the Judiciary, U. S. House of Representatives, May 11, 1988. Serial No. 67, USGPO, Reprinted as University of Connecticut Food Marketing Policy Center Research Report No. 2, January 1989.

**Major Public Policy Radio and Television Appearances**  
(available from R.W. Cotterill or on FMPC Website)

NBC TV-30 Connecticut News, May 2007. Interviewed as part of a report by Ryan Hanrahan on rising milk prices. (Available at <http://www.fmpc.uconn.edu/avlibrary/>)

ABC Boston, Newscenter 5, September 2003. Appeared with Massachusetts Secretary of State William Galvin before the Massachusetts Legislature Committee on the Environment, part of a report by David Boeri on the rising price of milk. (Available at <http://www.fmpc.uconn.edu/avlibrary/>)

NBC 30 Connecticut News, September 2003. Interviewed as part of a report on rising milk prices. (Available at <http://www.fmpc.uconn.edu/avlibrary/>)

The Osgood File, September 2003. Interviewed as part of a report by Charles Osgood on milk pricing.  
(Available at <http://www.fmpc.uconn.edu/avlibrary/>)

CBS Evening News, August 2003. Interviewed as part of a report by Gretchen Carlson on milk pricing.  
(Available at <http://www.fmpc.uconn.edu/avlibrary/>)

CBS Burlington, VT, Channel 3 News, November 2001. Interviewed as part of a report on the New England Dairy Compact.

CNBC Cost of Crunch, October/November 1995. Series on high cereal prices.

Phil Donahue Show, April 1995. Appeared on one hour show with Representative Charles D. Schumer to discuss the need for relief from high Ready to Eat Cereal prices.

ABC 20-20, March 1995. Interviewed by Tom Jarriel as part of an extensive investigative report on high Ready to Eat Cereal prices (Representative Charles D. Schumer also interviewed).

ABC Good Morning America, March 1995. A live interview by Charles Gibson and live debate with a Cereal Industry Representative.

#### **Delivered Papers and Reports**

Cohen, Michael A. and Ronald W. Cotterill. "Evaluation of Brand Level Pricing, Advertising, and Promotion Strategies with an Application to Merger Analysis." Forthcoming at the conference on the Econometric Analysis of Scanner Data, sponsored by the Journal of Applied Econometrics, The Institute for Fiscal Studies, and the Center For Microdata Methods and Practice: London, 22-23 March 2010.

Cotterill, Ronald W., Michael Cohen, and Li Tian. "Super Market Buyer Power in Action." Presented by R. W. Cotterill at the Southern Economics Association Meetings, Charleston, South Carolina, November 19, 2006.

Chidmi, Benaissa, Rigoberto Lopez, and Ronald W. Cotterill. "Vertical Relationships in the Ready-to-Eat Cereal Market in Boston." Presented by R. W. Cotterill at 32<sup>nd</sup> Conference European Association for Research in Industrial Economics," Porto, Portugal, September 1-4, 2005.

Chidmi, Benaissa, Rigoberto Lopez, and Ronald W. Cotterill. "Vertical Relationships in the Ready-to-Eat Breakfast Cereal Market: A Brand-Supermarket Level Analysis." Selected paper, AAEA Conference, Providence, Rhode Island, August 2005.

Chidmi, Benaissa, Rigoberto Lopez, and Ronald W. Cotterill. "Decomposing Market Channel Profits: The Case of Ready-to-Eat Breakfast Cereals." Presented by B. Chidmi at University of Wisconsin-Madison, Food Systems Research Group Conference, June 16-17, 2005.



- Criner, George, Ronald W. Cotterill and Maurice Doyon. "Multifunctionality and Fluid Milk Market Channel Pricing Efficiency: Convergent Rationales for Policies to Increase Dairy Farm Share of Consumer Milk Expenditure in New England." Northeast Agricultural Economics Association Meetings, Halifax, June 2004.
- Cotterill, Ronald W. "An Analysis of Oligopoly Prices in the California Gasoline Market Channel: The Organization and Impact of Spot Market Trading on Channel Performance." A Report to the Antitrust Division, California Department of Justice, March 2004.
- Cotterill, Ronald W. "The Predatory Impacts of the Ahold/Pathmark Offer to Buy the Big V Shop Rite Supermarket Chain." A report delivered to the FTC for Wakefern Food Corp., May 13, 2002.
- Cotterill, Ronald W. "Comments on the Food Marketing Institutes' Submission to the FTC Workshop Titled, 'Supermarket Merger Investigations and Remedies.'" Food Marketing Policy Center Issue Paper No. 27, August 2002.
- Cotterill, Ronald W. and Andrew W. Franklin, "A PowerPoint Deconstruction of the Farm and Retail Price Analysis" Presented in "The Public Interest and Private Economic Power: A Case Study of the Northeast Dairy Compact." May 31, 2001. Food Marketing Policy Center Issue Paper No. 22. Seminar presented at the Northeast Dairy Compact Commission meeting, Newport, Rhode Island, May 11, 2001.
- Dhar, Tirtha and Ronald W. Cotterill, "Cost Pass Through in the Case of Sequential Oligopoly: An Empirical Study of the Fluid Milk Market." Presented at the American Agricultural Economics Association meeting, Nashville, Tennessee, August 8-11, 1999.
- Putsis, William P. and Ronald W. Cotterill, "Share, Price and Category Expenditure—Geographic Market Effects and Private Labels," 1999. University of Connecticut Research Report No. 50.
- Cotterill, Ronald W. "Continuing Concentration in Food Industries Globally: Strategic Challenges to an Unstable Status Quo," October 1999. University of Connecticut Research Report No. 49.
- Cotterill, Ronald W. "Continuing Concentration in the US: Strategic Challenges to an Unstable Status Quo," August 1999. University of Connecticut Research Report No. 48.
- Cotterill, Ronald W. "Post Merger Price Conduct: A Case Study of Pricing in Connecticut Markets After the 1996 Royal Ahold Stop & Shop Merger," October 1999. University of Connecticut Research Report No. 47.
- Dhar, Tirtha and Ronald W. Cotterill, "Cost Pass Through in the Case of Sequential Oligopoly: An Empirical Study of the Fluid Milk Market." Presented at 1999 American Agricultural Economics Association Annual Meeting, Nashville, Tennessee, August.
- Cotterill, Ronald W. "An Antitrust Economic Analysis of the Proposed Acquisition of Supermarkets General Holdings Corporation by Ahold Acquisition Inc." Presented to Bureau of Competition, FTC; Antitrust Section, New York Attorney General, and Antitrust Section, New Jersey Attorney General, April 1999. University of Connecticut Research Report No. 46.

- Cotterill, Ronald W., Andrew Franklin, and Li Yu Ma. "Measuring Market Power Effects in Differentiated Product Industries: An Application to the Soft Drink Industry", University of Connecticut, F.M.P.C. Research Report No. 32, July 1996.
- Cotterill, Ronald W. "Commodity Check Off Programs: Are They a Help to Farmers?" Paper presented at New England New York Poultry Management Conference, Andover, Massachusetts. September 7, 1994.
- Haller, Lawrence E. and Ronald W. Cotterill. 1994. "The Determinants of Brand Price in the Catsup Industry: Market Share and Local Market Effects." Presented at 1994 American Agricultural Economics Association Annual Meeting, San Diego.
- Langan, Glenn E. and Ronald W. Cotterill. 1994. "Estimating Brand Level Demand Elasticities and Measuring Market Power for Regular Carbonated Soft Drinks." Presented at 1994 American Agricultural Economics Association Annual Meeting, San Diego.
- Bhuyan, Sanjib and Ronald W. Cotterill. 1994. "Countervailing Power and Seller Performance in U.S. Food and Tobacco Manufacturing Industries." Presented at 1994 American Agricultural Economics Association Annual Meeting, San Diego.
- Cotterill, Ronald W. and Don Pinkerton. 1993. "Motives for Mergers in Food Manufacturing," Delivered at 1993 AAEA selected paper competition. Orlando, FL, August.
- Cotterill, Ronald W. and James Brock. "Antitrust Policy" paper presented at Food Marketing Consortium Workshop, Orlando, FL, January 14-15, 1993.
- Cotterill, Ronald W. and Randall Westgren. "Strategic Market Behavior of Large Food Manufacturing and Distribution Firms," Paper presented at Food Marketing Consortium Workshop, Orlando, FL, January 14-15, 1993.
- Cotterill, Ronald W. 1992, "Intermediate Term Milk Price Forecasts for Connecticut" a report to Honorable John Blum, Commissioner, CT Dept. of Agriculture, December.
- Cotterill, Ronald W. and Hachim Salih (Al Hassani), "Testing for Risk Premiums in the Wheat-Flour Subsector," Presented as a selected paper, American Association of Agricultural Economics Annual Meeting, Baltimore, MD, August 7, 1992.
- Cotterill, Ronald W. and Lawrence Haller, "Market Positions of Cooperatives in Branded Dairy Product Markets," Delivered at national workshop New Strategic Directions for Agricultural Marketing Cooperatives, Boston, MA, June 24-25, 1992, 40 pages.
- Cotterill, Ronald W., Don C. Pinkerton, and Lawrence E. Haller "Economic Analysis of the Proposed Dairy Income Enhancement Program," A report to the Environment Committee, Connecticut House of Representatives, February 1989, 28 pages.



Cotterill, Ronald and Don Iton. "New Horizons in Apple Marketing: Vertical Coordination Strategies to Improve Connecticut Apple Grower Profits," A report to Connecticut Apple Marketing Board, November 1987, 53 pages.

Caswell, Julie and Ronald Cotterill. "New Theoretical Approaches to Measuring Industry Performance," NE-165 Working Paper No. 7, Presented at the Symposium on Industry Performance at the American Association of Agricultural Economics Annual Meeting, Michigan State University, August 1987, 15 pages.

Cotterill, Ronald. "An Agenda for Research on Competition Policy in the Food System," Invited paper at Northeast Agricultural and Resource Economics Association Annual Meeting, University of West Virginia, June 1986, 19 pages.

Cotterill, Ronald W., "A Strategic, Long Run Outlook for Apple Production in Connecticut," University of Connecticut A.E.R.S. Staff Paper No. 86-1.

#### **Public Policy Extension Papers**

Cotterill, Ronald W. "Annotated and Expanded Minutes of the Milk Marketing Policy Meeting, University of Connecticut, July 18, 2006." Food Marketing Policy Issue Paper No. 51, August 2006.

Cotterill, Ronald W. "Milk Pricing Matters for the Sustainability of Dairy Farmers in the Northeast." Food Marketing Policy Issue Paper No. 48, June 2005.

Schwane, Matthew, Adam N. Rabinowitz and Ronald W. Cotterill. "Analysis of the May 2004 Milk Price Survey with a Comparison to June 2003." Food Marketing Policy Issue Paper No.47, September 2004.

Cotterill, Ronald W. "Milk Pricing Problems and Solutions: An Essay on the Need for New State Level Milk Price Regulation in the Northeast, with Special Attention to Connecticut Substitute Bill No. 5642. Food Marketing Policy Issue Paper No. 45, April 12, 2004.

Cotterill, Ronald W. "What is the Value of Milk?" Food Marketing Policy Issue Paper No. 44, February 9, 2004.

Cotterill, Ronald W. "The Northeast Dairy Policy and Prices Summit Meeting. Post Conference Comments: A Comparison of the Milk Marketing Board and Price Collar Approaches." Food Marketing Policy Issue Paper No. 43, November 22, 2003.

Cotterill, Ronald W. "Criticisms Answered on Northeast Milk Price Policies." *Cheese Reporter*, Vol 128, No. 16, October 24, 2003, page 2.

Cotterill, Ronald W. "A Preliminary Response to the Report Prepared for the Massachusetts Food Association by John Schnittker titled, 'An Analysis of the Cotterill Proposal'. Food Marketing Policy Issue Paper No. 42, September 4, 2003.

- Rabinowitz, Adam N., Matthew Schwane, and Ronald W. Cotterill. "Retail Milk Prices in New England, New York, and Seattle: An Unresolved Issue." Food Marketing Policy Issue Paper No. 46, September 23, 2003.
- Cotterill, Ronald W., Adam N. Rabinowitz, and Li Tian. "A Law to Promote Efficient and Fair Pricing of Milk in Connecticut." Food Marketing Policy Research Report No. 78, April 2003.
- Cotterill, Ronald W. "The Impact of the Northeast Dairy Compact on New England Consumers: A Report from the Milk Policy Wars." Food Marketing Policy Research Report No. 77, March 2003.
- Cotterill, Ronald W. "An Act Concerning the Fair Pricing of Milk." Food Marketing Policy Issue Paper No. 39, May 2003.
- Cotterill, Ronald W. "Drafting a Connecticut Fair Milk Pricing Law: A Meeting the Competition Clause that Enhances the Competitive Position of Connecticut Processors and a Small Account Rule that Recognizes the Higher Cost of Supplying Such Accounts." Food Marketing Policy Center Issue Paper No. 38,
- Cotterill, Ronald W. "Answers to Questions that Often Surface When Discussing the Proposed Connecticut Fair Pricing Milk Law." Food Marketing Policy Center Issue Paper No. 37, May 2003.
- Cotterill, Ronald W. "Explanation of Farmer Benefits of the Proposed Connecticut Milk Pricing Laws." Food Marketing Policy Center Issue Paper No. 36, April, 2003.
- Cotterill, Ronald W. "Drafting of Connecticut Fair Milk Pricing Law: Further Thoughts on the Retail Price Collar." Food Marketing Policy Center Issue Paper No. 35, April 2003.
- Cotterill, Ronald W. "Fair Pricing Mechanics." Food Marketing Policy Center Issue Paper No. 34, March 2003.
- Cotterill, Ronald W. and Adam N. Rabinowitz. "An Old and New Cooperative Alternative: Integration by Farmers Into Fluid Processing to Develop Local Brands to Capture Some of the Channel Margin." Food Marketing Policy Center Issue Paper No. 33, March 2003.
- Cotterill, Ronald W. and Adam N. Rabinowitz. "Analysis of Two Related Milk Price Approaches to Address the Noncompetitive Pricing Problem in the Milk Industry: The 40-40 Consumer Approach and the Farmer and Consumer Fair Share Approach." Food Marketing Policy Center Issue Paper No. 30, December 2002.
- Cotterill, Ronald W. "A Fair Share Law for Connecticut and Other Northeast Dairy States: A State Level Solution to Retail Milk Price Gouging and the Dairy Farm Crisis." Food Marketing Policy Center Issue Paper No. 29, December 2002.
- Cotterill, Ronald W. "A Northeast Dairy Compact Post Mortem." Food Marketing Policy Center Issue Paper No. 28, October 2002.

Cotterill, Ronald W. "University Research on Dairy Compacts and Fluid Milk Pricing: Executive Summaries, Fact Sheets, and Price Charts." Food Marketing Policy Center Issue Paper No. 25, August 2001.

Cotterill, Ronald W., and Andrew W. Franklin, "The Impact of the Northeast Dairy Compact: A Comparative Evaluation of Two Studies." Food Marketing Policy Center Issue Paper No. 23. July 2001.

Cotterill, Ronald W. and Michael F. Brundage, "Competition, or the Lack Thereof in Local Fluid Milk Markets: San Francisco, Seattle, Chicago, Miami and Dallas-Fort Worth." Food Marketing Policy Center Issue Paper No. 21. May 2001.

Sako, Bafotigui, and Ronald Cotterill. "An Econometric Analysis of Supply Responsiveness in Traditional Agriculture: Millet Sorghum and Rice Farmers in Mali," African Rural Economy Program Working Paper No. 36, Michigan State University, 1981, 85 pgs.

Cotterill, Ronald. "Embargoes and Cartels as Instruments of Foreign Policy," M.S.U. Agricultural Economics Report 370, February 1980, 80 pgs.

Cotterill, Ronald. "The Social Economics of Participatory Consumer Cooperatives," M.S.U. Agricultural Economics Report No. 369, December 1979, 42 pgs.

Cotterill, Ronald. "Market Structure and Profit Performance in the Food Retailing Industry," 1970-1974 M.S.U. Agricultural Economics Report No. 334, October 1978, 41 pgs.

#### **Newspaper Op Eds**

Cotterill, Ronald W. "Supermarkets, Stop the Gouging – Milk Prices Should Tumble \$1." *The Providence Journal*. Food Marketing Policy Center Issue Paper No. 32, November 2002.

Cotterill, Ronald W. "Supermarket Milk Prices Need to Come Down." *The Hartford Courant*. Food Marketing Policy Center Issue Paper No. 31. November, 2002.

#### **Reviews and Abstracts**

Cotterill, Ronald. "A Review of Antitrust Economics on Trial," *The American Economist*, Vol 36, No. 2, Fall 1992, pp. 94-95.

Cotterill, Ronald W. "E.G. Nourses Place in Contemporary Cooperative Theory and Practice," *Journal of Agricultural Cooperation*, Vol. 7, 1992, pp. 115-118.

Cotterill, Ronald "Mergers in the Food System: Motives and Impacts", Abstract of symposium held at American Agricultural Economics Association Meeting, Baton Rouge, LA., August 1989, *American Journal of Agricultural Economics*, Vol. 71, No. 5, (in press).

## **SYMPOSIUMS/SEMINARS DELIVERED**

Seminar Speaker, "Milk Market Channel Pricing: A Broader Paradigm for Dairy Policy," National Farmers Union Dairy Summit, Washington, DC, March 28, 2006.

Seminar Speaker, "Brand Level Demand Analysis: Potential Application to Analysis of Obesity," Rudd Center for Food Policy and Obesity, Yale University, New Haven, CT, February 28, 2007.

Seminar Speaker, "The Measurement of Market Power in Differentiated Product Industries and Merger Analysis," Department of Agricultural Economics, University of Guelph, Ontario, March 31, 2006.

Invited Symposium Speaker, "Determinants of Retail Fluid Milk Prices: Channel Pricing Power Games," USDA Milk Market Administrator Annual Conference, Colorado Springs, September 27-29, 2005.

Invited Speaker, "Milk Pricing and State Level Regulation in the Northeast". DairyIdea, and Dairy Marketing Services Board of Directors Meeting, Syracuse, New York, June 16, 2004.

Invited Symposium Speaker, "Retail Competition and Consumer Choice," Lancaster University Management School, Canada House, Trafalgar Square, London, June 8, 2004.

Seminar Speaker, "Estimating a Brand Level Demand System to Evaluate Unilateral and Coordinated Market Power Strategies." Department of Agricultural Economics, University of Reading, Reading, UK, June 7, 2004.

Seminar Speaker, "The Theory of Price Collars: The Linking of Prices in a Market Channel to Redress the Exercise of Market Power." Sauder School of Business, University of British Columbia, Vancouver, March 11, 2004.

Speaker, "The Proposed Connecticut Price Collar Approach." Presented at the Northeast Dairy Policy Summit Meeting, University of Connecticut, November 17-18, 2003.

Speaker, "Recent Retail, Wholesale, and Farm Prices in New England and New York: Analysis of Excessive Retail Margins in New England." Presented at the Northeast Dairy Policy Summit Meeting, University of Connecticut, November 17-18, 2003.

Seminar Speaker, "Structural Models of Price Transmission in Imperfectly Competitive Market Channels." Department of Agricultural Economics, University of Alberta, March 7, 2002.

Invited Speaker, "Consolidation in the Processing and Retailing Sectors: Implications for Production Agriculture." American Farm Bureau Convention, Orlando, Florida, January 8, 2001.

Seminar Speaker, "Antitrust Policy in Food Industries." Consumer Federation of America, Washington, DC. June 13, 2000.

Seminar Speaker, "The Wisconsin Approach to Industrial Organization Analysis: Past, Present, and Future" Department of Agricultural Economics, University of Wisconsin, Madison. June 1, 2000.

Expert Report of Ronald W. Cotterill, Ph.D.  
In Re: Southeastern Milk Antitrust Litigation

Seminar Speaker, "Structural Approaches to Price Transmission in Noncompetitive Market Channels: A Study of the Fluid Milk Industry," Department of Economics, Yale University. March 23, 2000.

Invited Speaker, conference titled, "Economic (DE)Equilibrium & Agribusiness" Federal University of Vicosa, Brazil, October 19-21, 1999.

Invited Speaker, "Use of Scanner Data for Industrial Organization Research" National Bureau of Economic Research Industrial Organization Summer Workshop, Cambridge, Massachusetts, August 4, 1999.

Seminar Speaker, "Measuring Market Power: The Shift from Models of Collusion to Models of Unilateral Market Power." London Business School, London, UK, June 1, 1998.

Seminar Speaker, "Jawboning Cereal" Department of Agricultural Economics, Cornell University, April 21, 1997.

Invited Speaker, Policy Research Roundtable "Measuring Market Power and Efficiency in Food Industries" NE-165 Conference "Strategy and Policy in the Food System: Emerging Issues", Washington, D.C. June 20, 1996.

Seminar Speaker, Measuring Market Power Effects in Differential Product Industries: an Application to the Soft Drink Industry" Department of Economics, Harvard University, April 26, 1996.

Seminar Speaker, "Market Power and Mergers in Food Industries: The Breakfast Cereal Case Example." Univ. of Connecticut, Dept. of Agricultural and Resource Economics, Dec. 6, 1995.

Seminar Speaker, "Performance and Public Policy Alternatives in the Breakfast Cereal Industry." Univ. of Connecticut, Dept. of Nutritional Sciences, Oct. 5, 1995.

## **CLASSES TAUGHT**

Agricultural and Resource Economics 6474, Industrial Organization: Advanced Empirical Analysis, 3 credits. Lecture. A graduate course taught spring 2007, 2009, at the University of Connecticut.

[Empirical Industrial Organization models that use simultaneous equations, discrete choice, and/or nonlinear econometric methods to analyze conduct and performance of brands and firms in non competitive industries. Includes static and dynamic modeling of pricing and advertising in differentiated product oligopolies. Antitrust policy applications in the U.S. and E.U.]

Agricultural and Resource Economics 5474, Industrial Organization: Empirical Analysis, 3 credits. A graduate course taught spring semester at the University of Connecticut, 1982-1988, 1990 to 1996, 1998 to 2006, 2008, 2010.

[Analysis of the structure, conduct, and performance of industries with examples from the food sector and other industries. Explains the development of testable hypotheses from theory, empirical methods, evidence on the level and type of competition, economies of size, product differentiation, entry barriers, and the impact of alternative organizational forms including cooperatives on economic performance.]

Agricultural and Resource Economics 3275, Agribusiness Management and Entrepreneurship, 3 credits. An undergraduate course taught fall semester at the University of Connecticut, 1996 to 2004, 2006, 2007.

[Management techniques for achieving the merchandising objective and standards of the firm, with maximum efficiency in the use of capital, personnel, facilities and equipment. Directed toward those students who plan to enter agribusiness.]

Teacher in two week course, "Graduate Class in Industrial Organization," Sacred Heart Catholic University, Cremona, Italy. June 2006.

Agricultural and Resource Economics 3227, Business Strategies and Policy in Food Industry, 3 credits. An undergraduate course taught spring semester at the University of Connecticut, 1996, 1998, 2001, 2008.

Teacher in two week course, "Development of New Products in the Agro-Food Sector," International Center for Study of Mediterranean Agriculture, Zaragoza, Spain. June 1997.

Agricultural Economics 220, Cooperatives—an undergraduate course at the University of Connecticut. 1982-1989, 1994, 1995.

Agricultural Economics 225, Marketing and Price Formation—an undergraduate course at the University of Connecticut. 1982-1986.

Economics/Agricultural Economics 811—a graduate course in applied public finance and public program analysis at Michigan State University.

Food Systems Management 421—an undergraduate course on public policy in the food system including federal farm commodity programs, regulation and antitrust in food industries at Michigan State University.

## STUDENTS

### Undergraduate Honors Students Supervised by R.W. Cotterill

Sepe, Erin	2003	Analysis of Unilateral Market Power MS student in Ag Econ at UConn
Murphy, Melanie	2005	Flat Milk Prices: Facing the Problem MS student in Ag Econ at UConn

### Graduate Students that R.W. Cotterill Supervised as Major Advisor at UConn

deMaintenon, Dean	MS	1984	An Analysis of the Price-Service Mix in Supermarkets Economist, Tree Top Apple Growers Cooperative; Selah, WA
Iton, Clement W.A.	MS	1985	Vertical Coordination in the Windward Islands Banana Industry To Ph.D. Program in Ag Econ at UConn
Shields, Charles T.	MS	1986	Quantitative Strategic Marketing Models for the U.S. Brewing Industry: 1952-1984 Private Industry

Pinkerton, Don	Ph.D.	1988	Mergers in the Food Manufacturing Industries: An Analysis of Motives Research Economist, Chicago Board of Trade
Haller, Lawrence E.	MS	1988	A Study of Ex Ante and Ex Post Entry Behavior of the Top Twenty Supermarket Chains: 1972 – 1981 To Ph.D. Program in Ag Econ at UConn
Khan, Munir	MS	1990	Marketing of Milk in Pakistan Including an Econometric Analysis of Milk Marketing Channel in Sind Province, Pakistan Lecturer, Northwest Frontier Province University, Pakistan
Salih, Hachim M. (al-Hassani, Hajim)	Ph.D.	1990	Vertical Coordination in the Wheat-Flour Subsector: An Econometric Case Study Speaker of Iraqi Parliament 2005-2006
Iton, Clement W.A.	Ph.D.	1991	The Determinants of Profitability at the Business Unit Level: Another Approach. Head of Marketing Department, Caribbean Agricultural Research and Development Institute
Duvall, Jeffrey S.	MS	1993	A Study of Horizontal and Vertical Competitive Influence on Retail Price in the U.S. Soft Drink Industry Information Resources Inc.; Cincinnati, Ohio
Harper, David C.	MS	1993	An Analysis of Market Structure and Service Mix and Their Impact on Price in the Supermarket Industry Returned to a large family owned retail corporation
Haller, Lawrence E.	Ph.D.	1994	Branded Product Pricing Strategies in the Catsup and Cottage Cheese Industries: The Effects of Brand Share and Cooperative Presence Staff Economist for Antitrust Analysis, Packers and Stockyards, USDA
Ma, Li-Yu	Ph.D.	1997	An Econometric Analysis of Competition in a Differentiated Product Industry: The U.S. Ready-To-Eat Cereal Industry Director of Beijing Office Goldman Sachs, Investment Bank
Langan, Glenn E.	Ph.D.	1997	Brand Level Demand and Oligopolistic Price Interaction Among Domestic and Foreign Beer Brands Marketing Economist, A.C. Neilson Company, Paramus, NJ
Mott, John	MS	2000	Strategic Analysis of the Beef SubSector-A Query into the Presence of Market Power and its Impact on Ranchers Agricultural Economist, Packers and Stockyards, Denver
Samson, Pierre Olivier	MS	2000	Market Power and Price Transmission: The Case of Cheese Private Industry Economist; Montreal, Quebec
Dhar, Tirtha	Ph.D.	2001	Two Stage Oligopoly Pricing with Differentiated Product: The Boston Fluid Milk Market Assistant Professor, Dept. of Marketing, University of British Columbia, Canada
Marunas, Todd	MS	2002	Determining the Cost Pass Through Rates of Cereal Manufacturers as a Result of the Vitamin Price Fixing Cartels Economist, Private Industry, Connecticut



Canan, Basak	MS	2002	Differentiated Product Oligopoly Model: Fluid Milk in Boston Lecturer, Uludag University, Turkey
Baltaduonis, Rimvydas	MS	2002	The Importance of Product Differentiation, Demand Functional Form and Competitive Interaction in the Estimation of Price Transmission (Research Supervisor Only) Ph.D. in Economics, UConn 2007, Postdoc George Mason University 2007
Druckute, Inga	MS	2005	Effects of Assumed Behavior Model on Simulated Post-merger Equilibrium in Differentiated Product Markets Ph.D. student in Ag Econ at UConn
Asante, Nana	MS	2005	Flat Retail Milk Prices in New York and New England Private Industry Economist
Singerman, Ariel	MS	2005	New Product Introduction Analysis in the R-T-E Breakfast Cereal Industry Ph.D. student in Ag Econ at University of California, Davis
Tian, Li	Ph.D	2006	Three Essays in Market Channel Economics Research Scientist, Risk Management, Discover Financial Services, Riverwoods, Illinois.
Chidmi, Benaissa	Ph.D	2006	The Relationship between Manufacturers and Retailers: Breakfast Cereals in Boston (Co-Advisor with Rigoberto Lopez) Assistant Professor of Marketing, Texas Tech University, Lubbock, TX.
Murphy, Melanie	MS	2007	The US Peanut Butter Industry 1988-1992: Descriptive Analysis and a Differentiated Product Oligopoly Model. Research Assistant at financial firm in New York.
Tchumtchoua, Sylvie	Ph.D	2008	Three Essays on Demand Estimation and Advertising Ph.D. student in Statistics at University of Connecticut
Castellari, Elena	MS	2009	The Fluid Milk Market in Italy: Consumer Behavior and Industry-level Brand Competitiveness Ph.D. student in Agricultural Economics at Sacred Heart University, Piacenza, Italy.
Cohen, Michael	Ph.D	2009	Differentiated Product Demand Analysis With A Structure Covariance Probit: A Bayesian Econometric Approach.

#### Current Graduate Students

Rabinowitz, Adam	Ph.D
Druckute, Inga	Ph.D
Rhodes, Charles	Ph.D

#### EXTERNAL REVIEWS FOR PROMOTION AND/OR TENURE

One PTR to Full Professor, University of Wisconsin, Madison 2009

One Endowed Chair Review for St. Joseph's University, Philadelphia 2009.

One PTR Review for Southern Illinois-Carbondale, 2008.



One PTR Review for University of Sydney, Australia, 2007.

One PTR Review for University of Minnesota, 2006.

One PTR Review for Southern Illinois University-Carbondale, 2005.

One PTR Review for Utah State University, 2005.

Two PTR Reviews for Morrison School of Agribusiness, Arizona State, 2003, 2004.

One PTR Review for Dept. of Agricultural Economics, University of California-Davis, 2003.

One PTR Review for Dept. of Agricultural Economics, University of Kentucky, 2002.

One PTR Review for Dept. of Agricultural Economics, Rutgers University, 2000.

#### **PUBLIC SERVICE/CONSULTING**

Expert economic analysis, Food Lion LLC et al. v. Dean Foods Company et al., No. 2:07-CV-188, for Hunton and Williams, 2009.

Expert economic witness in Federal District Court and regulatory economist for Office of Milk Industry Regulation (ORib) Commonwealth of Puerto Rico. Constructed a new farm, wholesale, and retail regulatory system for fresh and UHT milk in Puerto Rico. Set farm, wholesale, and retail prices for fresh and UHT milk on April 17, 2008, July 23, 2008, and assisted on December 4, 2009.

Expert economic analysis of the measurement of local markets and the market power of leading supermarket chains in the U.K. U.K. Competition Commission, Southampton House, London, U.K., September 2007.

Expert economic analysis of the impact of competition of the proposed acquisition of the leading department store chain who has opened three supercenters with supermarkets by one of the two supermarket chains in New Zealand. These two currently capture 95% of all food sales in New Zealand. New Zealand Competition Commission, Wellington, New Zealand. September 2007.

Expert economic analysis of the impact on supermarket competition in South Cape May County, New Jersey. Del Mar, Inc., Rio Grande, New Jersey, September 2007.

Expert economic analysis of a contract violation by a San Diego Supermarket for Otto Plaza Trading Company/Dicks & Workman Law Firm, San Diego, CA. June 2007.

One of three invited economists (only non British economist) to analyze pricing and the status of competition in the UK supermarket industry for the UK Competition Commission, London, UK, October 2006.

Antitrust economic analysis of the conduct of Dairy Farmers of America, Dean Foods, Inc., and National Dairy Holdings for Howrey and Simon LLC, Washington, DC. 2006, 2007.

Advisor to the Connecticut Milk Regulation Board on public policies to enhance dairy farmer income (Fall 2006).

- Expert economic analysis on behalf of a direct purchaser class (US Supermarkets and fruit wholesalers) action alleging monopolization of the fresh pineapple market by Del Monte, American Banana Co. et al. v. Del Monte Fresh Produce Co. et al. No 03-CV-10230(RMB), 2005, 2006.
- Expert economic witness, Vertical Foreclosure Impacts of Proposed Changes in Federal Milk Market Orders, Hearing to amend certain provisions of the Mideast Federal Milk Market Order, Wooster Ohio, March 7-10, 2005 for T. Jacoby Co., White Eagle Federation of Cooperatives and others.
- Expert economic witness for Pueblo International, Inc., San Juan, Puerto Rico, in a breach of contract case, 1999, 2001, 2004, 2005, 2006.
- Expert economic analysis on Milk Pricing, Connecticut Representative George Wilber, 2003, 2004.
- Expert economic analysis and assistance to the Vermont Dept; of Agriculture, and Steve Kerr the Vermont Commissioner of Agriculture in January and February 2003.
- Economic analysis and assistance to Representative Bernie Sanders, Vermont and Senator Patrick Leahy, Vermont on dairy pricing issues including the dairy compact movement, 2003, 2004.
- Expert economic analysis to attorneys representing Ocean Spray Cranberry, Inc., 2003.
- Expert economic analysis to attorneys representing Rainbow Foods, attempted monopolization, 2003.
- Expert economic analysis for the Department of Justice, State of California, in the investigation of the spot market for wholesale gasoline prices, 2002- 2004.
- Expert economic analysis of the proposed acquisition of Big V Supermarkets by Royal Ahold/Stop & Shop for Wakefern Food Corporation, 2002.
- Expert economic analysis of price transmission and the downstream impact of price fixing in vitamins for BASF, Hoffmann LaRoche, Aventis, and Takeda, December 2001.
- Expert economic witness for Arisa Realty and Morel Operating Company in Mayfair Supermarkets/Edwards v. Arisa, Morel, American Store Proprieties and Acme Markets. Superior Court of New Jersey Chancery Division: Middlesex County Docket No. MID-C-92-00. Royal Ahold through its Mayfair/Edwards division sued Arisa and Morel, the owner of Ryder Crossing Shopping Center, Milltown, New Jersey, for violating an alleged restrictive covenant and developing a supermarket for Acme supermarkets a division of Albertons/American Stores. Acme and American stores were also defendants. January 2001.
- Expert economic analysis for the Attorneys General of Vermont, Connecticut and Massachusetts in the acquisition of the Stop & Shop milk plant by Suiza GTL. 2000.
- Expert economic analysis for plaintiff in Augusta News v. Hudson News et al., Augusta, Maine. A Sherman Act section 1 and R-P case on slotting allowances. 1999.

Expert witness for Tops/Royal Ahold, plaintiff in Tops v. Quality Foods et al. Tops is suing Quality for attempted monopolization of the Jamestown, New York market, 1999.

Expert economic analysis for Wakefern Food Corp. of the Royal Ahold-Pathmark merger, 1999.

Expert economic analysis for plaintiff in J. Servais et al. v. P. Morris/Kraft et al., a class action law suit on behalf of U.S. dairy farmers against Kraft, the National Cheese Exchange and others alleging downward manipulation of U. S. cheese and milk prices, 1998.

Expert economic analysis for New York City/Northern New Jersey milk workers unions in a monopolization lawsuit wherein Farmland Dairies alleged that the other milk processors in New York City/Northern New Jersey conspired with the unions to drive Farmland out of business, 1997.

Expert economic analysis for Retail Marketing Network in Retail Marketing Network v. Actmedia, Inc. This is a Sherman Act monopolization case. RMN claims Actmedia has monopolized certain in store retail promotion markets. 1997.

Expert economic analysis for Wilcox in Wilcox v. Archer Daniels Midland et al. Analyzed the impact on consumers of price fixing in the corn wet milling industry (citric acid and high fructose corn syrup). This is a class action lawsuit on behalf of consumers to recover damages under state law in Michigan. Sister suits were also filed under state law in Kansas, W. Virginia, and D.C., 1997.

Co-Chair, Connecticut Legislative Task Force to Rename and Expand the Scope of the Connecticut State Department of Agriculture. 1996-1997.

Expert witness for Waremart, Inc. Boise, Idaho, at Boise City Council review of proposed Waremart superstore zoning permit. August 1996.

Expert economic analysis for Vons Grocery, Inc. in the matter of Harley S. Tropin et al. v. Vons Grocery, Inc. Malone and Hyde, Inc. and Public Supermarkets, Inc. and others. This was a class action lawsuit by investors defrauded in a ponzi scheme by a bogus grocery products diverting company that had bribed buyers/agents for the above major supermarkets as part of the scheme. This case was settled before trial, 1996.

Expert economic analysis for Attorneys General of Connecticut, Massachusetts, and Rhode Island, assisted in the negotiation of a consent decree jointly with FTC staff that resulted in the divestiture of 30 stores and 2 sites (over \$600 million annual sales) from the merging Ahold/Edwards and Stop and Shop Supermarket chains June/July 1996.

Economic consultant for the International Center for Study of Mediterranean Agriculture, Zaragoza, Spain, in cooperation with a marketing professor from Urbs University, Denmark, planned a two week conference/course titled "Development of New Products in the Agro-Food Sector," June 1996.

Expert economic analysis for National DHIA, Vermont, Pennsylvania, Ohio and Northeast DHIA in Agritronics v. all of these DHIAS, U.S. Federal Court, Northern District of New York , Binghamton, NY, 1996.

Expert economic analysis for Alcott Estates in the matter of Alcott Estates versus Vons Grocery Inc. San Diego, California, 1995. This was a breach of lease case with antitrust claims. It was settled prior to trial.

Expert economic analysis for New York Farm Bureau in *Farmland Dairies Inc. v. RCMA and New York Farm Bureau*, Northern District of New York Federal Court, Syracuse, NY, 1995.

Economic expert witness for National Association of State Attorney General in *State of New York v. R.J. Nabisco and Phillip Morris* (a horizontal acquisition of Nabisco Shredded Wheat by Phillip Morris/Kraft General Foods, Post Cereals), Southern District of New York Federal Court, 1993-1994.

Consultant, Federal Trade Commission, Line of Business Research, 1991-92.

Member, Connecticut Dept. of Agriculture Dairy Pricing Task Force, 1992 to present.

Economic Consultant to Daniel Smith, P.C., and Vermont Department of Agriculture on economic organization and performance of the New England fluid milk marketing system, 1992.

Economic expert witness for Michael Tolokan in the matter of M. Tolokan v. Mobil Oil Company, Federal District Court, Hartford, 1991. This was a price discrimination case involving retail gasoline stations.

Economic counsel for Attorney General, State of Vermont, May 1989. (Provided economic analysis of P&C/Grand Union merger and assisted in designs of a consent decree that orders divestiture of 13 supermarkets to promote competition in Vermont grocery markets).

Economic counsel for S. Danou Supermarkets Inc., Detroit, Michigan, March 1988. (Provided economic analysis of the A&P and Borman's merger and its impact of S. Danou Supermarkets Inc.).

Economic counsel, Wachtell, Lipton, Rose and Katz for DelChamps Inc. 1988. (Provided economic analysis for an antitrust defense for successful resistance of hostile takeover bid from A&P).

Expert economic witness for Allied Supermarkets in the matter of *Albert Semaan et al. and Belair Supermarket Inc. et al. v. Allied Supermarkets Inc.* (Testified on behalf of defendant that the city of Detroit is a distinct submarket for the analysis of competition among supermarket chains, that the city of Detroit submarket is competitively structured, and thus plaintiff could not raise prices to increase profits.)

Expert economic counsel, Allied Supermarkets, Inc. 1986, (Evaluated the potential impact on competition of a proposed acquisition of nine supermarkets by Borman's Inc., the market leader in Detroit, from Nu-Trax Inc.)

Economic counsel, *Union Tire and Rubber Co. v. Dunlop Tire and Rubber Co.*, 1985. (Working for the plaintiff, Union, in a Robinson Patman, price discrimination case, estimated damages and analyzed the impact of price discrimination on competition, the case was settled first day of trial.)

Expert Report of Ronald W. Cotterill, Ph.D.  
In Re: Southeastern Milk Antitrust Litigation

Strategic Marketing Consultant to Textile Fibers Division, Dupont Chemical Corporation, Wilmington, Delaware, 1985.

Member of State of Connecticut Futures Commission Food Policy Task Force, 1984, 1985.

Expert economic witness, in the matter of *Phillip Olender & Co. v. International Multifoods*, 1984. (Estimated damages and analyzed the impact of price discrimination on competition. Work on this Robinson-Patman Act case was done for the plaintiff, P. Olender & Co.)

Economic counsel, Paul, Weiss, Rifkind, Wharton and Garrison, New York in *Allied Supermarkets v. TENGELMANN WAREHANDELGESELLSCHAFT*, United States District Court, Eastern District of Michigan, Southern Division, 1983 (Analyzed competitive impact for Allied Supermarkets who successfully challenged a horizontal merger between A&P (Tengelmann) and Chatham's Supermarkets Inc. in Detroit, Michigan.)

Director, University of Connecticut Cooperative Bookstore, Inc. 1983.

Member, Financial Advisory Board, National Consumer Cooperative Bank, Washington, D. C., 1983.

Expert economic witness, in the matter of *Borman's Supermarkets Inc. v. Allied Supermarkets, Inc.* Bankruptcy Court of the United States for the Eastern District of Michigan, Southern Division, 1982. (A bankruptcy case wherein Borman's sought damages from Allied, a ch. 11 competitor for wage concessions it received from unions in order to exit viably from ch. 11. I represented Allied Supermarkets Inc. and analyzed the antitrust aspects of the case.)

Evaluation consultant to Inter-America Foundation for their rural cooperative development programs in South America, 1982.

Economic consultant to Attorney General, State of Arkansas. Analyzed the price and service level performance of the grocery industry in Arkansas, 1982.

Member of selection panel, Cooperative League of the USA, annual contest to select outstanding Masters thesis and Ph.D. dissertation on cooperatives, 1980, 1981, 1982, 1983.

Expert economic witness, *State of Vermont v. Grand Union et al.* Washington Superior Court, Docket No. S187-81 Wnc. Analyzed market structure, pricing, and performance of the retail grocery industry as a component of the state's defense of the Vermont blue law, 1981.

Consultant to Harmony Village, community development corporation in Detroit. Provided an extensive feasibility analysis of a proposed inner city supermarket, 1981.

Economic counsel, *Michigan Natural Resources Commission v. Lloyd Arends and Sons, Inc.* Estimated damages in a point source pollution case, 1981.

Economic counsel, *State of Tennessee v. Bi-Rite Food Inc.* Assisted Attorney General in analysis of a horizontal price fixing case, 1981.

Expert Report of Ronald W. Cotterill, Ph.D.  
In Re: Southeastern Milk Antitrust Litigation

Expert economic witness for the Federal Trade Commission in *Federal Trade Commission v. National Tea Co. and Applebaum's Food Markets, Inc.* 1979. (A horizontal merger in the Minneapolis-St. Paul Market.)

Governor's Task Force on Consumer Cooperatives, 1979, 1980.

Michigan House of Representatives Agricultural Advisory Council, 1979, 1980.

Director, East Lansing Food Cooperatives, 1977-78.

Director, Cooperatives Services, Inc., Detroit, Michigan. (manages 2000 units of low income senior citizen housing, a construction company and a chain of 9 optical offices), 1979, 1980.

#### **GRANTS RECEIVED**

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$373,847, August 2009.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$398,175, August 2008.

USDA/CSREES Hatch Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$361,000, July 2007.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$535,124, August 2006.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$540,777, August 2005.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$543,249, August 2004.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$455,071, August 2003.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$452,715, August 2002.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$462,009, July 2001.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$374,200, June 2000.

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$380,460, August 1999.

Expert Report of Ronald W. Cotterill, Ph.D.  
In Re: Southeastern Milk Antitrust Litigation

USDA/CSREES Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$310,344, January 1998.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$310,289, March 1997.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$311,878, November 1995.

Farm Foundation, support for Reading, England Conference "Food Retailer-Manufacturer Competitive Relationships in the EU and USA: Emerging Research Issues" March 1995, \$5,000.

Farm Foundation, support for NE-165 conferences June 5-7, 1995, Washington, DC titled "Vertical Coordination in the Food System" and "Economics of Reducing Health Risk from Food," April 1995, \$6,100.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$311,000, November 1994.

USDA Nat'l Research Initiative Grant for the organization of a conference in Reading England titled "Food Retailer-Manufacturer Competitive Relationships in the EU and USA: Emerging Research Issues," August 1994, \$9,177.

USDA/CSRS Special Research Grant for Support of Food Marketing Policy Center at the University of Connecticut, \$348,371, December 1993.

USDA National Research Initiative Grant, "Global Competitors in the U.S. Beer and Bottled Water Industries." September 1993, \$95,431.

Cooperative State Research Service/USDA, Grant for Support of Conference "Valuing Food Safety and Nutrition" Alexandria, VA June 1993, \$2,500.

Farm Foundation Grant for support of conference "Valuing Food Safety and Nutrition," Alexandria, VA, June 1993, \$5,000.

USDA/CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$371,999, November 1992.

Cooperative Agreement with Agricultural Cooperative Service/USDA, "Development of the Theory of Agricultural Cooperation in Noncompetitive Markets," 1992, \$26,629.

Cooperative Agreement with CSRS/USDA in support of a national workshop, "New Strategic Directions for Agricultural Marketing Cooperatives," Boston, MA, June 24-25, 1992. \$3,000.

USDA/CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$393,000, October 1991.



Cooperative Agreement with CSRS/USDA in support of national conference titled, "Competitive Strategy Analysis in the Food System", \$5,000, April 1991.

Grant from Farm Foundation in support of national conference titled, "Competitive Strategy Analysis in the Food System, \$3,000, April 1991.

UConn Research Foundation support for An Analysis of Business Unit Strategies and Their Performance in the Food Manufacturing Sector, \$750, November 1990.

USDA/CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$393,000, November 1990.

Farm Foundation, Chicago, Illinois, a grant of \$2,500 for support of Economics of Food Safety Workshop, March 1990.

Grant from Farm Foundation in support of Economics of Food Safety Workshop, \$3,000, April 1990.

Cooperative Agreement with ERS/USDA in support of Economics of Food Safety Workshop, \$1,000, May 1990.

Cooperative Agreement with CSRS/USDA in support of Economics of Food Safety Workshop \$3,000, May 1990.

CSRS Special Research Grant for support of Food Marketing Policy Center at the University of Connecticut, \$378,000, December 1989.

UConn Research Foundation support for Evaluating the Motives and Impacts of Mergers and Acquisitions in the Food System, \$750, April 1989.

Cooperative agreement with the Agricultural Cooperative Service, USDA for research on competitive strategy analysis for cooperatives engaged in food processing. \$49,747, March 1989.

CSRS special research grant for support of Food Marketing Policy Center at the University of Connecticut \$285,000, October 1988.

A grant of \$34,955 to evaluate the Connecticut dairy inspection program and recommend reforms, from the Connecticut Department of Agriculture, March 1988.

Regional research funds from six universities in the Northeast totaling \$15,500 for support of Food Marketing Policy Center, February 1988.

CSRS special research grant to establish a National Food Marketing Policy Center at the University of Connecticut, \$150,000, December 1987.

Cooperative agreement with the Agricultural Cooperative Service, USDA, to support Food Marketing Policy Center, \$7,000, September 1987.



Grant from University of Connecticut Research foundation for support of research on mergers in the food system via acquisition of data, University of Connecticut Research Foundation, \$750, Sept. 1987.

Apple Marketing Research, Connecticut Apple Marketing Board via State Department of Agriculture, \$7,315, July 6, 1987.

Regional research funds from six universities in the Northeast totaling \$16,000 for support of NE-165 research project core research group, February 1987.

A contract of \$8,000 from the Office of Technology Assessment, U. S. Congress to analyze the effects of electronic information technology on employment and economic performance in the Food Manufacturing and Distribution Industries, 1985.

A contract of \$2,500 from the Hartford, Connecticut Local Initiative Support Corporation (Ford Foundation) to analyze the feasibility of a community-based food buying service for urban day care and senior citizen centers, 1985.

A grant of \$21,667 from the Agricultural Cooperative Service, USDA to review and expand the theory of agricultural cooperation, 1982.

A grant of \$16,590 for a 15 month project from the National Consumer Cooperative Bank, Washington, D.C. The project title is: "Evaluating Alternative Cooperative Capitalization and Ownership Plans for Consumer Food Cooperative Federations," 1981.

A grant of \$50,025 from the Michigan Department of Education, Title I of the Higher Education Act of 1965 program. The project title is: "Michigan State University Extension Service Consumer Food Cooperative Education Initiative," 1981.

A grant of \$7,790 for first year of a two year project under the auspices of Title V of the Rural Development Act of 1972. The project title is: "An Economic Analysis of Warehousing, Transport, and Management Services Provided by Consumer Cooperative Federations," 1980.

#### **PRIOR EMPLOYMENT RECORD**

Assistant Professor of Agricultural Economics, Michigan State University, 1977-81.

Research Assistant, Dept. of Agricultural Economics, University of Wisconsin, 1972-1977.

Member of International Voluntary Services agricultural development team, Zaire, 1970.

Congressional intern in the office of Representative Samuel S. Stratton, (D-New York), summer, 1968.

#### **OTHER PROFESSIONAL ACTIVITIES, AFFILIATIONS, AWARDS**

Editorial board, Northeastern Journal of Agricultural and Resource Economics, (1987-1989)

Member, American Economics Association

Expert Report of Ronald W. Cotterill, Ph.D.  
In Re: Southeastern Milk Antitrust Litigation

Member, American Agricultural Economics Association

Member, Industrial Organization Society

Member, Food Industry Committee, American Antitrust Institute

Member, American Bar Association's Clayton Act Committee, 1992 to 2003

Member, American Bar Association's Federal Trade Commission Subcommittee on Competition, 1992 to 2003

Member, American Bar Association's Agricultural Trade Regulation Committee, 1990-1992

Phi Eta Sigma academic honorary

Phi Kappa Phi academic honorary

1981 Advisor to David Shutes whose thesis, *A Survey of Midwestern Food Cooperatives* received the Cooperative League of the USA award for outstanding Masters thesis on consumer cooperatives.

1980 Member of NC-117 project on Organization and Control of Food System which received the American Agricultural Economics Association award for outstanding policy contribution.

1977 Outstanding Dissertation Award, Department of Agricultural Economics, University of Wisconsin.

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## **Exhibit 2: Materials Considered**

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**Case Related Filings**

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1. Affidavit of Floyd Freeman, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, November 24, 2009).
2. Amended Class Action Complaint, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, March 28, 2008).
3. Defendant Dairy Farmers of America Objections and Responses to Retailer Plaintiffs' Second Set of Interrogatories to Defendant Dean Foods Company, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, December 17, 2009).
4. Defendant Dean Foods Company's Objections and Responses to Retailer Plaintiffs' Second Set of Interrogatories to Defendant Dean Foods Company, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, December 17, 2009).
5. National Dairy Holding, L.P.'s Objections and Responses to Retailer Plaintiffs' Second Set of Interrogatories to Defendant National Dairy Holdings, L.P., In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, December 17, 2009).
6. Memorandum of Law in Support of Defendants' Motion for Summary Judgment, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, September 18, 2009).
7. Retailer Plaintiffs' Memorandum of Law in Response to Defendants' Motion for Summary Judgment, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, November 9, 2009).
8. Retailer Plaintiffs' Statement of Material Facts, In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, November 5, 2009).

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**Case Related Correspondence**

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9. Bonder, Teresa. Letter to Michael L. Converse. "In re: Southeastern Milk Antitrust Litig., Case No. 2:08-MD-1000," November 4, 2009.
10. Brumbaugh, Kay Lynn. Letter to Michael L. Converse. "In re Southeastern Milk Antitrust Litigation, Case 2:08-MD-1000," April 17, 2009.
11. Brumbaugh, Kay Lynn. Letter to Michael L. Converse. "In re Southeastern Milk Antitrust Litigation, Case 2:08-MD-1000," May 19, 2009.
12. Brumbaugh, Kay Lynn. Letter to Michael L. Converse. "Re: Southeastern Milk Antitrust Litigation, Case 2:08-MD-1000," February 24, 2009.
13. Frangie, Paul. Letter to Michael L. Converse. "In re Southeastern Milk Antitrust Litigation," February 23, 2009.
14. Trousdale, Jennifer. Letter to Michael L. Converse. "In re: Southeastern Milk Antitrust Litigation, Case No. 2:08-MD-1000," June 3, 2009.
15. Trousdale, Jennifer. Letter to Michael L. Converse. "In re: Southeastern Milk Antitrust Litigation, Case No. 2:08-MD-1000," June 9, 2009.

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**Case Related Expert Filings**

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16. Declaration of Ronald W. Cotterill, Ph.D., In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, April 30, 2009).
17. Declaration of Ronald W. Cotterill, Ph.D., In Re Southeastern Antitrust Litigation, 2:08-MD-

- 1000 (U.S. Dist. for the E.D. of TN, August 14, 2009).
18. Declaration of Ronald W. Cotterill, Ph.D., In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, November 4, 2009).
19. Report of Catherine J. Morrison Paul, Ph.D., In Re Southeastern Antitrust Litigation, 2:08-MD-1000 (U.S. Dist. for the E.D. of TN, June 30, 2009).

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#### **Depositions and Exhibits**

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20. Deposition of Alan Bernon, November 10, 2005.
21. Deposition of Alan Meyer, June 30, 2005.
22. Deposition of Betty Gist, May 14, 2009.
23. Deposition of Brian Haugh, August 25, 2009.
24. Deposition of Byron Meredith, December 8, 2009.
25. Deposition of Calvin Covington, December 5, 2009.
26. Deposition of Cletes Beshears, April 21, 2009.
27. Deposition of David Meyer, January 26, 2010.
28. Deposition of Elvin Hollon, April 15, 2009.
29. Deposition of Erwin Burt, August 13, 2009.
30. Deposition of Evan Kinser, February 12, 2009.
31. Deposition of Frank Johns, January 5, 2010.
32. Deposition of Gary Corbett, October 30, 2009.
33. Deposition of Gary Hanman, February 24, 2010.
34. Deposition of Gary Hanman, July 16, 2002.
35. Deposition of Gerald Bos, February 24, 2010.
36. Deposition of Gerald Bos, September 30, 2009.
37. Deposition of Jay Bryant, April 17, 2009.
38. Deposition of Jay Bryant, April 4, 2005.
39. Deposition of Jay Bryant, May 13, 2003.
40. Deposition of Jeff Sims, April 7, 2009.
41. Deposition of Jeff Sims, January 28, 2009.
42. Deposition of Joe Wright, December 3, 2009.
43. Deposition of Joel Clark, January 28, 2010.
44. Deposition of John Collins, July 30, 2009.
45. Deposition of John Wilson, September 16, 2009.
46. Deposition of Kathy Turner, January 12, 2010.
47. Deposition of Kathy Turner, September 22, 2009.
48. Deposition of Martin Margherio, November 12, 2009.
49. Deposition of Marty Devine, June 23, 2005.
50. Deposition of Marty Devine, October 13, 2009.
51. Deposition of Michael Nosewicz, October 16, 2009.
52. Deposition of Newton Brookshire, September 18, 2009.
53. Deposition of Pete Schenkel, October 22, 2009.
54. Deposition of Rick Beaman, August 5, 2009.
55. Deposition of Rick Fehr, August 7, 2001.
56. Deposition of Rick Fehr, January 14, 2010.
57. Deposition of Rick Fehr, September 2, 2009.
58. Deposition of Rob Cottet, September 24, 2009.
59. Deposition of Ronald Cotterill, June 15, 2009.

- 60. Deposition of Sidney Schepps, June 19, 2009.
- 61. Deposition of Sonia Fabian, April 10, 2009.
- 62. Deposition of Tracy Noll, April 24, 2009.
- 63. Deposition of Tracy Noll, December 15, 2009.
- 64. Deposition of Tracy Noll, July 27, 2001.

#### **Bates Stamped Documents**

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|--|---------------------------|
| 65. AULT-000044                        | 66. DFA01-0203196         |
| 67. DEAN 00000735 to 44                | 68. DFA01-0360509         |
| 69. DEAN 00769649                      | 70. DFA01-0374030         |
| 71. DEAN 02114620-1                    | 72. DFA01-0646079         |
| 73. DEAN00000786                       | 74. DFA01-0647371         |
| 75. DEAN00056416                       | 76. DFA01-0653203         |
| 77. DEAN00077488                       | 78. DFA01-0664424         |
| 79. DEAN00106124                       | 80. DFA01-0748561         |
| 81. DEAN00113284                       | 82. DFA01-0758685         |
| 83. DEAN00113915                       | 84. DFA01-0776264         |
| 85. DEAN00120650                       | 86. DFA01-0782007         |
| 87. DEAN00412794                       | 88. DFA01-0843240         |
| 89. DEAN00425597-98                    | 90. DFA01-0856942         |
| 91. DEAN00512579                       | 92. DFA01-0870962         |
| 93. DEAN00593322                       | 94. DFA01-0870963         |
| 95. DEAN00594105                       | 96. DFA01-0878719         |
| 97. DEAN00599512-569                   | 98. DFA01-1053223         |
| 99. DEAN00636789                       | 100. DFA01-1097070        |
| 101. DEAN00789376 at 9406              | 102. DFA01-1100692        |
| 103. DEAN00908394                      | 104. DFA01-1205604        |
| 105. DEAN00908394 at 426               | 106. DFA01-1257850        |
| 107. DEAN00908463                      | 108. DMS01-0000190        |
| 109. DEAN00908778                      | 110. DMS01-0000304 at 305 |
| 111. DEAN00908879                      | 112. KRG-DAIRY00000166    |
| 113. DEAN00909138-DEAN00909227, at 150 | 114. KRGDairy00000124     |
| 115. DEAN00909371                      | 116. MCK-002414 at 002420 |
| 117. DEAN01200628-629                  | 118. MDVA003091           |
| 119. DEAN01216154                      | 120. MDVA004962 at 0002   |
| 121. DEAN01216155                      | 122. MDVA004962 at 0004   |
| 123. DEAN01230639                      | 124. NDH00000443          |
| 125. DEAN01432238                      | 126. NDH00000543 at 547   |
| 127. DEAN01963243                      | 128. NDH00001377          |
| 129. DEAN02-000000253 at 264           | 130. NDH00002796          |
| 131. DEAN02-000003270 at 276           | 132. NDH00015860          |
| 133. DEAN02-000004276 at 277           | 134. NDH00015900          |
| 135. DEAN02-000004276 at 280           | 136. NDH00020533          |
| 137. DEAN02-000004282                  | 138. NDH00045025          |
| 139. DEAN02-000004304                  | 140. NDH00045044          |
| 141. DEAN02098108                      | 142. NDH00135505          |
| 143. DEAN02099424                      | 144. NDH00186311          |

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|--------------------------------------|---|
| 145. DEAN02111555-57                 | 146. NDH00193416  |
| 147. DEAN02114414                    | 148. NDH00246563  |
| 149. DEAN02114432                    | 150. NDH00246701  |
| 151. DEAN02114630                    | 152. NDH00246754  |
| 153. DFA 01-0019780                  | 154. NDH00263703  |
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| 157. DFA 01-0175919                  | 158. NDHe00002329   |
| 159. DFA 01-1205605-6                | 160. NDHe00013840-41  |
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| 167. DFA CID-118-02-0000465 to 609   | 168. NDHe00083267   |
| 169. DFA01-0019072                   | 170. NDHe00092295   |
| 171. DFA01-0035424                   | 172. NDHe00095700   |
| 173. DFA01-0035432                   | 174. SMA_0028580  |
| 175. DFA01-0035435                   | 176. SMA_0028667  |
| 177. DFA01-0039766                   | 178. SMA_0042441  |
| 179. DFA01-0158201                   | 180. SMI0006810   |
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#### Defendants' data<sup>294</sup>

	Data source:	Production date(s):	Table type:	SQL table name:
292.	Dean	DOJ data	Sales	Milk.dbo.Dean_SDW_sales
293.	Dean	6/2/2009	Sales	Milk_2.dbo.DEAN_SDW_SALES_06032009
294.	Dean	6/2/2009	Sales	Milk_2.dbo.DEAN_BRIO_SALES_06032009
295.	NDH	12/18/2008	Product	Milk.dbo.Access_product_master
296.	NDH	12/18/2008	Product	Milk.dbo.Access_product_detail
297.	NDH	12/18/2008	Product	Milk.dbo.NDH_Meyer_product

<sup>294</sup> Defendants Dean, NDH, and DFA have produced data detailing sales from their processing plants (or joint-venture plants). Each data file is listed including the producing party (Defendant), data production date, table type (sales, product information, customer information, or decode/translation values for encoded fields), and the name assigned to the data in the SQL database in my underlying data analysis.

298.	NDH	12/18/2008	Product	Milk.dbo.NDH_Valley_Rich_product
299.	NDH	12/18/2008	Sales	Milk.dbo.NDH_Coburg_sales
300.	NDH	12/18/2008	Sales	Milk.dbo.NDH_Meyer_sales
301.	NDH	12/18/2008	Sales	Milk.dbo.NDH_Valley_Rich_sales
302.	NDH	2/24/2009	Customer	Milk.dbo.MP_customer_huntsville
303.	NDH	2/24/2009	Decode	Milk.dbo.Meyer_brand_master Milk.dbo.Meyer_package_master
304.	NDH	2/24/2009	Product	Milk.dbo.MP_product_huntsville
305.	NDH	12/18/2008, 2/24/2009	Sales	Milk.dbo.Access_sales
306.	NDH	12/18/2008, 3/11/2009	Customer	Milk.dbo.Access_customer_master
307.	NDH	3/11/2009	Customer	Milk.dbo.MP_customer
308.	NDH	3/11/2009	Product	Milk.dbo.MP_product
309.	NDH	3/11/2009	Sales	Milk.dbo.Access_sales_Bristol
310.	NDH	4/17/2009	Customer	Milk_2.dbo.NDH_MP_customer_master_lafayette Milk_2.dbo.NDH_MP_customer_master_dallas Milk_2.dbo.NDH_MP_customer_master_baton_rouge Milk_2.dbo.NDH_MP_customer_master_monroe
311.	NDH	4/17/2009	Decode	Milk_2.dbo.NDH_MP_COT_decode Milk_2.dbo.NDH_MP_basic_grp_decode Milk_2.dbo.NDH_MP_gl_class_decode Milk_2.dbo.NDH_MP_prod_cat_decode Milk_2.dbo.NDH_MP_prod_line_decode
312.	NDH	5/19/2009	Customer	Milk_2.dbo.NDH_Meyer_customer_master_w_COT
313.	NDH	5/19/2009	Sales	Milk_2.dbo.MP_sales_06032009
314.	NDH	6/9/2009	Customer	Milk_2.dbo.NDH_Coburg_customer_master_1995 Milk_2.dbo.NDH_Coburg_customer_master_1996 Milk_2.dbo.NDH_Coburg_customer_master_1997 Milk_2.dbo.NDH_Coburg_customer_master_1998 Milk_2.dbo.NDH_Coburg_customer_master_1999 Milk_2.dbo.NDH_Coburg_customer_master_2001 Milk_2.dbo.NDH_Coburg_customer_master_2003 Milk_2.dbo.NDH_Coburg_customer_master_2004

				Milk_2.dbo.NDH_Coburg_customer_master_2005
				Milk_2.dbo.NDH_Coburg_customer_master_2006
				Milk_2.dbo.NDH_Coburg_customer_master_2007
315.	NDH	6/9/2009	Decode	Milk_2.dbo.NDH_Coburg_chain_decode
				Milk_2.dbo.NDH_Coburg_prod_type_decode
				Milk_2.dbo.NDH_Coburg_pkg_size_decode
316.	NDH	6/9/2009	Product	Milk_2.dbo.NDH_Coburg_product_master_1998
				Milk_2.dbo.NDH_Coburg_product_master_2001
				Milk_2.dbo.NDH_Coburg_product_master_2003
				Milk_2.dbo.NDH_Coburg_product_master_2005
				Milk_2.dbo.NDH_Coburg_product_master_2006
				Milk_2.dbo.NDH_Coburg_product_master_2007
317.	Turner	8/28/2009	Product	Milk.dbo.DFA_product_list
318.	Turner	8/28/2009	Route	Milk.dbo.DFA_route_list
319.	PFD,	8/28/2009	Sales	Milk.dbo.DFA_PFD_gsl_sales
	Hiland	9/1/2009		
320.	Turner	8/28/2009	Sales	Milk.dbo.DFA_Turner_sales
321.	Turner	12/1/2009	Customer	Milk_2.dbo.DFA_Memphis_Fulton_Little_Rock_customers